

PROFESSIONAL EXPERIENCE

Senior Social Media Strategist

AFL-CIO, Washington DC | July 2024 – Present

- Lead digital strategy and content development across AFL-CIO's major social media platforms, including X, Facebook, Instagram, Threads, and TikTok.
- Collaborate with departments and affiliates to execute targeted campaigns that support political, legislative, organizing, and issue-based initiatives.
- Manage rapid response content and digital storytelling aligned with the federation's messaging priorities.
- Analyze performance data and optimize digital tactics to maximize reach and engagement.
- Drive innovation in multimedia and platform-specific content, including Reels and Stories, to build audience and amplify union voices.

Director of Social Media

Rewire News Group, Washington DC | April 2023 - July 2024

- Strategize and implement comprehensive digital media plans, overseeing the creation of content schedules and success benchmarks.
- Devise tailored tactics for key social platforms, such as Instagram, Twitter/X, Facebook, and TikTok, rooted in audience preferences and trending topics.
- Direct and guide a dedicated team in producing original written and video content, sharing pertinent editorial materials, and maintaining daily audience engagement.
- Establish and uphold brand guidelines for social media, ensuring a cohesive voice and audience approach that aligns with the organization's broader branding.
- Take charge of social media calendars, strategically integrating major industry events and optimizing posting frequency for maximum impact.
- Continuously collect, analyze, and present daily and weekly data insights to guide coverage decisions and provide valuable input for Senior Leadership.

Content Strategist

Daily Kos Elections, Washington DC | January 2019 - March 2023

- Led the external media and multimedia strategy functions of the company, driving reader and listener engagement, and acquiring new audiences.
- Successfully built and strengthened relationships with candidates, organizations, and activists through digital channels.
- Applied digital and supporter cultivation tactics to engage audiences, fostering a sense of community in online spaces.
- Built and optimized state-specific content for grassroots distribution, aligning with campaign message goals.
- Managed and grew Daily Kos' social media presence on YouTube, Facebook, Twitter, and Instagram, optimizing traffic and audience retention for the website.
- Furthered a strong understanding of politics, news, and current events, along with the ability to handle news updates and breaking stories.
- Identified, activated, and collaborated with influencers, creating custom content for strategic dissemination of campaign messaging.

Program Assistant, Climate and Clean Energy

Natural Resources Defense Council (NRDC), New York, NY | Jun 2018 - Jan 2019

- Supported presentations, research, and project management efforts for the Climate and Clean Energy team at NRDC.
- Maintained a thorough understanding of NRDC's policy positions and was able to effectively communicate them to a variety of audiences.
- Managed a fluctuating set of projects with multiple deadlines and shifting priorities and locations.
- Organized diversity, equity, and inclusion programs to bolster NRDC's environmental justice mission.
- Supported the team with drafting papers by fact-checking, cite-checking, and preparing footnotes.
- Developed relationships with sponsors and key corporate and community leaders to support the growth of the program.
- Scheduled meetings, handled logistics, and assisted with the coordination of events.

EDUCATION + SKILLS

Fordham University, New York, NY - 2017-2019

Master of Arts in Elections & Campaign Management

University of Central Florida, Orlando, FL - 2009-2013

Bachelor of Science in Business Management, Minor: Creative Writing

SKILLS: Asana, Blogging, Canva, CapCut, Community Organizing, Content Moderation, Marketing, Podcast Production, Public Speaking, Reaper, Spanish (native speaker), Sprout Social, Video Editing

PERSONAL DIGITAL PROJECTS

TikTok: [@carazelaya](#)

Launched in April 2025 and organically grew to 4,000+ followers, 200K+ likes, and over 1.5 million total views in under 6 months. Created original short-form content around beauty, identity, travel, and cultural commentary.

Twitter/X: [@carazelaya](#)

20.8K+ followers. Known for commentary and digital storytelling. Consistent engagement from labor, policy, and media audiences.

Threads: [@carazelaya](#)

Built a following of 10,000+ by posting original takes on social strategy, personal storytelling, and cultural commentary.

Podcast: [12 Days Pod](#)

Co-host and co-producer of a seasonal podcast about Christmas films and pop culture.

Regularly charts in the Top 200 Film Podcasts on Apple Podcasts; currently in its 6th season.